



# CALIFORNIA WILDLIFE FOUNDATION

## REQUEST FOR QUALIFICATIONS (RFQ)

March 20, 2012

### Notice to Prospective Proposers

You are invited to review and respond to this Request for Qualifications (RFQ), entitled:

#### **Spiny Lobster Fishery Management Plan: Economic Profile of the Lobster Fishery**

As part of the Spiny Lobster Fishery Management Plan (FMP) currently being developed by the California Department of Fish and Game (DFG), CWF is seeking the qualifications of contractors to produce an Economic Profile of California's Spiny Lobster Fishery.

Your Summary of Qualifications (SOQ) must have three sections: Transmittal letter discussing your interest and intent, your organization qualifications, and your scope-specific qualifications, process and methodology plan.

In submitting your proposal, you must comply with these instructions. Note that all agreements entered into with California Wildlife Foundation (CWF) will include by reference the agreement between CWF and California State Coastal Conservancy, authorizing the Spiny Lobster Fishery Management Plan.

If you do not have Internet access, a hard copy of this RFQ can be provided by contacting Amy Larson, CWF, whose contact information is listed below.

In the opinion of the California Wildlife Foundation this RFQ is complete and without need of explanation. However, if you have questions, or should you need any clarifying information, the contact person for the RFQ process, contracting and billing is:

Amy Larson  
California Wildlife Foundation  
428 13<sup>th</sup> Street, Suite 10A  
Oakland, CA 94612  
alarson@californiawildlifeoundation.org



If you should need any clarifying information for the Scopes of Work included in this RFQ, the contact person is:

Kristine Barsky  
California Department of Fish and Game  
2419 E. Harbor Blvd. #149  
Ventura, CA 93001  
kbarsky@dfg.ca.gov

Please note that no verbal information given will be binding upon CWF or the State of California unless such information is issued in writing as an official addendum.



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### **Spiny Lobster Fishery Management Plan: Economic Profile of the Lobster Fishery**

#### **1. Background**

The State Coastal Conservancy ("Conservancy"), on behalf of the Ocean Protection Council ("OPC") has entered into a grant agreement with the California Wildlife Foundation ("CWF") to assist the California Department of Fish and Game ("DFG") in the preparation of a fishery management plan ("FMP") for the California Spiny Lobster. The FMP shall be developed in accordance with the requirements of the Marine Life Management Act for submission by DFG to the Fish and Game Commission for approval.

CWF is seeking qualified contractors to carry out specific tasks related to the development of DFG's Spiny Lobster FMP.

#### **2. Scope of Work:**

As part of the Spiny Lobster FMP currently being developed by DFG, CWF is seeking the qualifications of contractors to produce an Economic Profile of California's Spiny Lobster Fishery. This economic report will provide fisheries managers, researchers, and stakeholders with information needed to examine the economic contribution of the lobster fishery to State and local economies. Furthermore, this report will be used to assess and evaluate the economic impact of management measures proposed during the lobster Fishery Management Plan (FMP) process. Much of the data used for this report will come from pre-existing sources, but will need to be updated to account for current market and cost factors. Additionally, the contractor will conduct a telephone survey to gather economic information from recreational lobster fishery participants.

#### **2.a Tasks**

##### **Task 1: Develop Sampling Design**

Contractor will develop a sampling design that will include survey questions for the recreational fishery, incorporating existing data for the recreational and commercial fisheries, and the overall statistical framework for completing the Economic Profile of California's Spiny Lobster Fishery.



## Task 2: Conduct an Economic Evaluation of the Recreational Fishery

This task will be completed using a phone survey and existing data.

**Phone Survey:** The contractor will design and conduct a short telephone survey to collect durable expenditures, socioeconomic, and demographic data from 2011 recreational lobster fishery participants. DFG and the contractor will agree on appropriate survey questions, interview script, sample size and analyses, prior to conducting the survey. The number of successful interviews and the specifics to the survey questions will be based on the sampling design and statistical framework developed by the contractor. A total of 33,388 Spiny Lobster Report Cards were sold in 2011. DFG will provide report card contact information for the number of randomly selected individuals predetermined by the contractor to ensure a statistically valid response.

As background, previous phone surveys conducted by or for DFG were based on short and concise interviews of no more than 12 survey questions. An interview was considered successful when 80% of the questions were answered, and past DFG surveys have had a 40-50% successful interview rate.

**Existing data:** The contractor may use information from NOAA's report, *The Economic Contributions of Marine Anglers Expenditures in the United States*, 2006. The report can be found at: [http://www.st.nmfs.noaa.gov/st5/publication/marine\\_angler.html](http://www.st.nmfs.noaa.gov/st5/publication/marine_angler.html). This data will need to be updated to account for current fishing activity and cost factors. All updates will be in 2011 dollars, using an appropriate price deflator when required. This data can be combined with information obtained from the telephone survey. Existing data, integrated with telephone survey information, should be presented to show potential direct economic contributions as well as total economic contributions using appropriate regional Input-Output multipliers. Economic indices such as total economic output, earnings, jobs, taxes, etc., will be calculated and used to examine the economic contribution of fishery under various management proposals. Indices prepared for the report should be consistent with the methodologies used in IMPLAN (MIG, Inc.), and using the same underlying regional industry information.

## Task 3: Conduct an Economic Evaluation of the Commercial Fishery

This task will be completed using existing data. A report titled *The Economic Structure of California's Commercial Fisheries* was produced in 2009 for DFG by Dr. Steven Hackett et. al. The report can be found at: <http://dfg.ca.gov/marine/economicstructure.asp>. This report characterizes the cost structure and revenue potential of each California commercial fishery at a



point in time. Supplementing this report are the COFHE models (in IMPLAN format) and Excel-Based Input-Output tables to estimate potential economic impacts related to California's commercial fisheries, in terms of total economic output, wages, jobs, taxes, etc. The look-up tables can be found at: [http://dfg.ca.gov/marine/eccf/cofhe\\_tables\\_051309.zip](http://dfg.ca.gov/marine/eccf/cofhe_tables_051309.zip). The contractor will incorporate and update pertinent information from these sources, as well as fishery information from DFG (including participants, effort, landings, etc.), into the economic report. Updates will also be made to fixed and variable costs (data originally assessed in 2006) to account for current cost factors. Dollar values presented in the final report will include both nominal and price adjusted values, adjusted to year 2011 dollars using an appropriate price deflator. DFG will provide the contractor with additional landing information or lobster permit numbers as needed.

#### **Task 4: Produce the Economic Profile of the California Spiny Lobster Fishery, Research and Data Reports**

The contractor will deliver the report and data on the economic structure and potential economic impact of the lobster fishery (commercial and sport) on the State of California, and pertinent coastal counties, based on the activities in tasks 1-3., above.

The report will be submitted two months before the final report is due. The draft report will be reviewed by the Department and Lobster Advisory Committee, and potentially additional stakeholders. The Department will have 30 days to edit, make comments, and request clarification or elaboration on the draft report. Additional edits or suggestions may also be provided by the Lobster Advisory Committee and stakeholders. The contractor will have 30 days to complete any revisions before the final draft is due. The due date for the draft report is September 24, 2012. The final draft of the report must be approved by the Department and the Ocean Protection Council before the contract is considered complete. Three electronic copies of the chapter on CD in MS Word will be required for final accepted version.

### **2b. Timeline and Deliverables**

#### **Task 1. Develop Sampling Design**

**Deliverable:** Develop the sampling design to include survey questions and statistical framework.

**Due:** A final proposal summarizing sampling design, statistical framework, and survey methods is **due to DFG two weeks after the start of the contract**. DFG approval is required before phone interviews are to be conducted.



## **Task 2. Conduct an Economic Evaluation of the Recreational Fishery**

**Deliverable:** Successful completion of all interviews

**Due:** July 2, 2012.

**Deliverable:** Database in both Excel and PDF that compiles all of the data collected from the telephone survey.

**Due:** July 23, 2012

**Deliverable:** A brief report summarizing the survey methods and results

**Due:** July 23, 2012

**Deliverable:** Incorporate interview data, existing data and analyses of both into the recreational portion of the Economic Profile Report.

**Due:** July 23, 2012

## **Task 3. Conduct an Economic Evaluation of the Commercial Lobster Fishery**

**Deliverable:** Produce outline with specific data fields (economic outliers) to be used in commercial analysis.

**Due:** July 2, 2012

**Deliverable:** Incorporate existing commercial data and analysis into the Economic Profile Report.

**Due:** July 23, 2012

## **Task 4. Produce the Economic Profile Report of the California Lobster Fishery**

**Deliverable:** Draft Economic Profile Report and data; database to be in Excel including all data used in report.

**Due:** September 24, 2012

**Deliverable:** Final Economic Profile Report and data with any edits or changes incorporated.

**Due:** November 30, 2012

### **2c. Database Management**

Data collected during the telephone survey will be stored electronically in Excel file format, and maintained in accordance with record keeping security and confidentiality, as specified below. All data (pre-existing or updated) used in making figures or tables in the report are to be included in a separate Excel file. This data will be submitted along with the draft Economic Report to DFG per the scheduled completion date.



## **2d. Record Keeping**

**Security and Confidentiality of Information:** Files and databases containing sensitive and or personal information require special precautions to prevent inappropriate disclosure and to preserve the integrity of the information. When sensitive or personal information is contained in public records, care must be taken to protect it from unauthorized use, access, disclosure, modification, loss, or deletion. Accordingly, the contractor agrees to maintain appropriate measures to protect confidential information, sensitive, or personal data which could lead to privacy issues for individuals involved in surveys. Upon completion of this contract, the contractor will destroy all sensitive, confidential, and personal information provided by DFG, or collected during the survey (State policy for data classification is in State Administration Manual Section 5320.5)

## **2e. Formatting**

The lobster fishery management plan (FMP) is being written for a diverse audience, which includes fishermen, scientists, academics, and the general public. Strive for clarity and brevity.

Define all acronyms the first time they are used. List all values in the Standard system [e.g., pounds ]. Each page of the chapter will be set up with one inch margins on all four sides. Use Arial, 12-point font. Double-space throughout the manuscript. Use two spaces between every sentence.

All data used in making figures or tables are to be included in an Excel spreadsheet, in addition to placing the figure or table in the document. Use tabs, not the spacebar, to space between columns. Figures, including captions, may not exceed the usable page size. Tables may not exceed the width of the usable page size, but may be longer than one page. If a table is more than 1 page, the column titles must appear on each page. Each figure or table will be numbered consecutively and preceded by the chapter number (For example, Table 1.2-1., Table 1.2-2., ..). Captions for tables and figures will be complete sentences. Arial font size 10 may be used in captions and text for figures and tables.

All or portions of the Economic Profile Report will be used in the FMP. This material will not be authored in the FMP, although the source of the information will be referenced when applicable. The FMP is the sole property of the California Department of Fish and Game. Contractors will be acknowledged on a credits page in the final document. The FMP in its entirety will still need to undergo stakeholder and peer review, and possibly additional review when the FMP goes through the Fish and Game Commission regulatory process for approval.





### **3. Developing your Statement of Qualifications**

Statements of Qualifications (SOQ) must be in the following format and contain the information listed below.

#### **3a. Bidder minimum qualifications**

Principal investigator/research lead shall have an advanced degree in economics and demonstrate experience in conducting economic evaluations. This same individual(s) shall have at least one peer reviewed publication on an economic topic.

#### **3b. Transmittal Letter – provide the following information**

- Brief background, scope and location of the firm(s) and the location of the office(s) where the work is to be performed (if the work is to be shared among other firms and offices in different locations, indicate where each office is located and what work is to be performed in each office);
- A summary description of the work to be performed by each sub-consultant (if any) for the project;
- Attach a memorandum from each sub-consultant, if any, signed by the principal of the sub-consultant firm;
- The person(s) authorized to act on behalf of your firm during the selection process and contract negotiations if any; and
- State when the proposed team is available to start.

#### **3c. Personnel and Organization Qualifications and References**

- **Organization Chart/Resumes**– Provide a description of the principal personnel (resumes and curriculum vitae) and a description of all supporting personnel.
- **Qualifications and Experience**– Provide a summary of qualifications, including any previous experience with any successful and similar projects that demonstrate how you meet the minimum qualifications to perform the work.
- **References** -Complete Applicant References (see Reference from elsewhere in this RFQ), including names and phone numbers.

#### **3d. Scope-specific Process and Methodology**

- **Scope-specific team and qualifications**- Provide an organization chart that will include the prime Consultant and any sub-Consultants for this specific project; show the proposed relationships between the project manager, key personnel, support staff, and other resources that are expected to participate in the project. Show which aspects of the work each person will be responsible for performing and the number of hours each will devote to the project. Changes in





lead Consultant/sub-Consultant personnel will not be made during the contract period without prior written approval from DFG, OPC and CWF. Describe personnel qualifications that show expertise in the SOW. (Any personnel substituted will have similar skill sets.)

- **Process and methodology** for program development. Provide a description of the manner in which you intend to carry out this project.

This proposal requires that the contractor conduct a short telephone survey of recreational lobster fishermen who participated in the fishery in 2011. The contractor and any subcontractors, if applicable, will be tasked with both designing the survey and its implementation and final reporting. The applicant shall submit a draft proposal with their statement of qualifications that outlines survey design, statistical framework, along with the number and type of survey questions to be asked. Please keep in mind that this is to be a short survey, with concise questions. A total of 33,388 Spiny Lobster Report Cards were sold in 2011. Report Card information includes: name, address, and telephone number. Gear type (hoop net or diving) is not asked at time of purchase. DFG is not concerned about stratifying the survey based on a fisherman's geographic location (county of residence). The information collected in this survey must be statistically viable and within an acceptable confidence level.

- **Budget**

The budget amount allocated for the Scope of Work is \$30,500, to include contractor labor and expenses. CWF, with approval of OPC and DFG, reserves the right to amend this figure. Proposers are not required to submit a detailed budget with their SOQ. Proposers are encouraged to include a total estimate. It is anticipated that a detailed budget by subtask (including hours and rates for each person working on the project) will be drafted by the chosen contractor, to be approved by DFG and OPC, prior to work beginning. This time is billable.

#### **4. Selection Process**

Applicants with the necessary expertise and resources to perform the work described herein are asked to submit a Statement of Qualifications package. Those firms judged to be the best qualified to undertake the work, will be interviewed by the Department's selection committee. The contract will be negotiated with the best-qualified firm after interviews are conducted and the selection committee ranks the firms.

The criteria for selection include: the background, scope and location of the firm; relevant experience of the firm, project leadership and assigned individuals; education and other credentials (awards, recognition and references) of the project leadership and team members, the resources available to them, and their time devoted to the project.

Any contract to be awarded as a result of this Request for Qualifications will be awarded without discrimination based on race, color, religion, sex, or national origin. The firm finally selected must comply with all applicable laws, rules and regulations.



## **5. Addenda**

Prior to the date set for submission of proposals, the Department may modify this RFQ by issuance of one or more Addenda that will be posted on the California Wildlife Foundation web site: [www.californiawildlifefoundation.org/opportunities](http://www.californiawildlifefoundation.org/opportunities)

## **6. Withdrawal and Disposition of RFQs**

It is CWF's policy not to solicit SOQs unless there is a bona fide intention to award a contract. However, CWF and the agencies reserve the right to withdraw this RFQ at any time, and to accept or reject any or all SOQs received as a result of this RFQ.

Upon contract award, all documents submitted in response to this RFQ will become the property of the State of California, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public. The State cannot prevent the disclosure of public documents. Do not disclose sensitive, confidential, or privileged information.

## **7. Timetable of Events**

### **7a. SOQ Due Date**

To be considered, submit original and three (3) copies of your Statement of Qualifications along with all required attachments by Tuesday, April 24, 2012 at 4:00 p.m. to the appropriate DFG contact and address.

Kristine Barsky  
California Department of Fish and Game  
2419 E. Harbor Blvd. #149  
Ventura, CA 93001  
[kbarsky@dfg.ca.gov](mailto:kbarsky@dfg.ca.gov)

Within 24 business hours of the deadline, on Wednesday, April 25, 2012, one copy must be delivered to:

Amy Larson  
California Wildlife Foundation  
428 13<sup>th</sup> Street, Suite 10A  
Oakland, California 94612

Questions regarding the process for responding to this RFQ should be directed to Amy Larson ([alarson@californiawildlifefoundation.org](mailto:alarson@californiawildlifefoundation.org)). Questions regarding information about specific sites and scientific requirements of this project should be directed to Kristine Barsky ([kbarsky@dfg.ca.gov](mailto:kbarsky@dfg.ca.gov)).

### **7b. Interview Process**

The Department's selection committee will evaluate each applicant's Statement of Qualifications. Those consultants judged to be the best qualified to undertake the work will be interviewed by the Department's selection committee. Applicants should expect



to receive a letter from the California Wildlife Foundation, approximately the first week of May, indicating whether or not their company was chosen for an interview.

Interviews are scheduled for Tuesday, May 15, 2012 in the DFG office in Los Alamitos, CA. Please be sure your primary team member(s) will be able to attend the interview, if granted, on this date at this location.



## 8. REQUIRED DOCUMENT CHECKLIST

A complete Statement of Qualifications package will consist of the items identified below.

**Submit three copies of your SOQ for each scope to the Department of Fish and Game Office listed above and one to the California Wildlife Foundation, also listed above in Section 7.a.**

Place a check mark or "x" next to each item that you are submitting. For your solicitation to be considered responsive, all required documents must be included in your package. Include this checklist with your SOQ package.

Document	Document Name/Description
_____	Transmittal Letter
_____	Organization Chart/Resumes
_____	Qualifications and Experience Summary (Scope Specific)
_____	Process and Methodology Description
_____	Required Document Checklist
_____	Applicant References



**9. APPLICANT REFERENCES**

List below three references of similar types of services performed within the last five years. If three references cannot be provided, please explain why on an attached sheet of paper.

<b>REFERENCE 1</b>			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			
<b>REFERENCE 2</b>			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			
<b>Section REFERENCE 3</b>			
Name of Firm			
Street Address	City	State	Zip Code
Contact Person		Telephone Number	
Dates of Service		Value or Cost of Service	
Brief Description of Service Provided			

